

VIRGINIA IS FOR PHYSICAL THERAPY

V P T A ' S A N N U A L C O N F E R E N C E

OCTOBER 15-17, 2010 • HERNDON, VA

EXHIBIT HALL • OCTOBER 15, 2010

An Invitation to Sponsor and Exhibit at the Virginia Physical Therapy Association's Annual Conference

An Opportunity to Meet More Than
400 PTs, PTAs, and Students

Deadline to Register: September 3, 2010

Hotel Info
Hyatt Dulles
Herndon, Virginia
dulles.hyatt.com

Visit <https://resweb.passkey.com/go/vpta>
to book your room under
VPTA's special rate.

Transportation
Dulles International Airport
Free shuttle service to/from hotel

DEAR POTENTIAL EXHIBITORS, SPONSORS, AND ADVERTISERS:

You are cordially invited to participate in the Virginia Physical Therapy Association's Annual Conference in Herndon, Virginia, October 15-17. We will be hosting over 400 physical therapists, physical therapist assistants, and physical therapy students. There are multiple ways that you can promote your company's products, services, and staffing opportunities:

Exhibit...

Become an Exhibitor at Our Opening Reception!

We condensed exhibit hours and combined this with our opening reception. This exciting event offers an opportunity for maximum exposure.

Exhibit Hall—Friday, October 15

Exhibitor Registration & Set-up: **2:30 pm–4:15 pm**

Opening Reception and Exhibits: **4:30 pm–7:00 pm**

Cost: \$375 each – 6' draped tables

Electricity requires extra fee to hotel. Please e-mail Julia Rice at juliarice@apta.org.

Raffle items are encouraged!

Advertise...

Conference Program Ads: \$150-\$300

Ads due by **September 3**

See reg form for more info.

Need more information?

Go to www.vpta.org or contact VPTA at
703/706-3235
or vpta@apta.org.

Sponsor...

Platinum Sponsor Only one available - \$3,000

- Opportunity to provide attendees with conference bags with your logo
- Back cover color ad in conference program
- Logo on sponsorship banner, direct mail piece,* CD-ROMs of course handouts, and conference Web page with link
- Conference registration for 2
- Exhibit booth in prime location
- Half-page ad in VPTA winter newsletter

Gold Sponsor - \$2,000

- First opportunity to provide attendees with lanyards or water bottles with your logo
- Full-page ad in conference program
- Logo on sponsorship banner, direct mail piece,* and conference Web page with link
- Conference registration for 1
- 50% discount on exhibit booth
- Half-page ad in VPTA winter newsletter

Silver Sponsor - \$1,000

- Half-page ad in conference program
- Logo on sponsorship banner, direct mail piece,* and conference Web page with link
- Conference registration for 1
- 25% discount on exhibit booth
- Quarter-page ad in VPTA winter newsletter

Bronze Sponsor - \$500

- Quarter-page ad in conference program
- Logo on sponsorship banner and conference Web page with link
- 25% discount on exhibit booth

Student Activity Sponsors

Contact Julia Rice, 703/706-3235.

**Provided logos are received by May 15.*

4th Annual Golf Tournament Sponsorship (Thursday, October 14)

Pleasant Valley Golf Club

4715 Pleasant Valley Road
Chantilly, VA 20151

This 8-hole, shotgun start tournament is followed by dinner and an award ceremony. Register to play: \$110 (includes dinner).

Golf Tournament Sponsor: \$1,500
(includes logo on golf balls, logo on tournament signage, recognition at tournament award ceremony, and 2 free tournament registrations)

Post-tournament Dinner Sponsor: \$1,000
(includes logo on tournament signage, recognition at tournament award ceremony, and 2 free registrations)

Cart Sponsor: \$500
(includes signage on every golf cart in the tournament, and 1 free tournament registration)

Hole in One Sponsor: \$350
(includes logo on tournament signage, logo appearance with Hole in One prizes [4], and admission for 2 to post-tournament award ceremony and dinner)

Hole Sponsor: \$200
(includes logo at designated hole, and admission for 2 to post-tournament award ceremony and dinner)

APPLICATION AND CONTRACT FOR EXHIBIT SPACE, SPONSORSHIP, AND ADVERTISEMENT

REGISTRATION DEADLINE: September 3, 2010

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Send to: VPTA, PO Box 327, Alexandria, VA 22313; or FAX (credit card applications only) to 703/706-8575.

Exhibiting (October 15, 2010)	Quantity	Price	Total
Exhibit Booths		\$375 ea	\$
Additional Badges (2 per contract allowed)		\$25 ea	\$

If electricity is required, there is a separate fee charged by the hotel. Please e-mail Julia Rice at juliarice@apta.org for details.

Sponsorship and Advertisement			
VPTA Annual Conference Sponsorships:			
Platinum (one available)		\$3,000	SOLD
Gold		\$2,000	\$
Silver		\$1,000	\$
Bronze		\$500	\$
Student Activity (e-mail Julia Rice at juliarice@apta.org)		\$	\$
Conference Program Ad (Must be received by 9/3/10)			
Full Page – 7½" w x 9⅞" h		\$300	\$
Half Page – 7½" w x 4¾" h		\$200	\$
Quarter Page – 3¼" w x 4¾" h		\$150	\$
Golf Tournament & Sponsorships (Event Date: October 14, 2010)			
Registration (includes post-tournament dinner)		\$110	\$
Golf Tournament Sponsor (includes 2 registrations)		\$1,500	\$
Post-tournament Dinner Sponsor (includes 2 registrations)		\$1,000	\$
Cart Sponsor (includes 1 registration)		\$500	\$
Hole in One Sponsor (includes admission for 2 to dinner and award ceremony)		\$350	\$
Hole Sponsor (includes admission for 2 to dinner and award ceremony)		\$200	\$
Total Amount Enclosed			\$

Company Name _____

Contact Person _____

E-mail _____

Telephone _____ Fax _____

Address _____

City _____ State _____ Zip _____

Full payment for space requested must be enclosed with this application.

No refunds will be allowed for cancellations after September 24, 2010.

Method of Payment:

- Check (Make checks payable to Virginia Physical Therapy Association)
 Credit Card: Please charge my MasterCard Visa American Express

Card # _____ Exp. date _____

Zip Code of Billing Address _____

Authorized Signature _____

Name(s) on Badges (please print clearly): _____

Insurance company covering exhibitor for this exposition: _____

Policies and Regulations: Exhibitor agrees to observe all policies and regulations set forth by the VPTA 2010 Annual Conference. The undersigned has read and hereby agrees to these policies for exhibiting at the 2010 VPTA Annual Conference.

Signature _____

Printed Name and Title _____

EXHIBIT CONTRACT, POLICIES, AND ONSITE INFO

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The policies stated here constitute a bona fide part of the contract for exhibit space. The Virginia Physical Therapy Association (VPTA) reserves the right to render all interpretations and decisions, should any questions arise, and to establish further regulations as may be deemed necessary to the general success and well being of the exposition. All matters and questions not covered in these policies are subject to the final judgment and decision of the Association.

Insurance

Each exhibiting company is required to insure itself against property loss or damage and against liability for personal injury. Provide the name of the insurance company covering your company for this exposition in the space provided on the Application/Contract. Your Application/Contract will be returned to you for completion if the name of the insurance company is not provided.

Exhibit Payment and Cancellation Refunds

Tabletop exhibit space for the exposition will be 6' high with a 6' draped table. Cost is \$375 per exhibit reserved. Full payment is required with registration.

Hyatt Dulles requires an additional fee for electricity paid directly to the hotel. Please e-mail Julia Rice at juliarice@apta.org if electricity is needed.

All cancellations must be received in writing on the company's letterhead by September 4, 2010. A \$50 processing fee will be deducted from the refund amount. NO REFUNDS WILL BE ALLOWED FOR CANCELLATIONS MADE AFTER SEPTEMBER 4. The Association reserves the right to resell this space to another company.

Should any situation beyond the control of the VPTA arise to prevent the opening of the 2010 Annual Conference, VPTA will not be held liable for any expenses incurred

by the exhibitor except the rental cost of exhibit space.

Exhibit Assignments

Applications for exhibit space are accepted on a first come, first served basis. In cases of conflicting requests, priority will be determined on the basis of: (1) the exhibitor's continuity of participation in past VPTA expositions; (2) the amount of exhibit space requested by the exhibitor; (3) the postmarked date on which the application was mailed; and (4) any special needs of the exhibitor.

Exhibit assignments will begin June 1, 2010. To obtain the best exhibit assignment possible, your application should be submitted as soon as possible. Applications received after the assignment of exhibits begins will be assigned in order of receipt and as space permits. A company that has not settled all previous accounts with the VPTA will not be assigned exhibit space. Maximum number of exhibits that may be rented is 2.

Space not occupied by the exhibiting company by 4:00 pm, Friday, October 15, will be forfeited without refund to the exhibitor, and the space may be resold or used by the VPTA. The VPTA reserves the right to reject any and all applications. The VPTA determines the eligibility of any company or product to be exhibited at the exposition, either before or after the proper execution of the contract.

NO RESERVATIONS FOR EXHIBIT SPACE WILL BE ACCEPTED OVER THE PHONE.

Shipment of Materials

All shipments must be arranged with the hotel. Upon arrival, the exhibitor is responsible for locating and transporting to the exhibit area any shipments sent to the hotel. An exhibitor packet with hotel information will be provided by VPTA.

Exhibitor Registration

For each exhibit rented, 2 exhibitor badges may be issued. **REPRESENTATIVES OF AN EXHIBITING COMPANY MUST WEAR THE OFFICIAL BADGE AT ALL TIMES IN THE EXHIBIT AREA.**

Installation/Removal of Exhibits

Tabletop displays and other exhibit materials shall not be placed in such a manner as to interfere with other exhibits or traffic flow. Maximum height: 6'; maximum length: 6'.

Aisles must be kept clear and exhibits arranged so that exhibit personnel are inside the space rented. Should spectators interfere with other exhibits, the VPTA will require that the presentation be limited or eliminated.

The exhibit area will be available at 2:30 pm, Friday, October 15, 2010, for exhibit preparation. Each table must be ready for final inspection no later than 4:30 pm. All exhibits must remain intact until the show closes at 7:00 pm. Any exhibitor who partially or completely dismantles his exhibit before the end of the show will endanger his company's eligibility to exhibit in future VPTA events.

It is mutually agreed that each exhibitor will be responsible for the delivery and removal of equipment and display materials to and from the exhibit area. Exhibitors should contact the hotel regarding questions about equipment delivery and storage.

Hotel contact: Dana Murphy, 703/793-6867.

Sales/Order-taking Restrictions and Canvassing by Non-exhibitors

The exhibit is limited to registered attendees of the 2010 VPTA Annual Conference as well as registered employees of business firms, manufacturers, professional organizations, and dealers who have contracted and paid for exhibit space. No other persons or concerns will be permitted to demonstrate their products or distribute advertising materials in the exhibit area.

Liability

The VPTA, Dulles Hyatt, and the employees and representatives thereof shall not be held responsible for injury, loss, or damage that may occur to the exhibitor or his or her property from any cause whatsoever. The VPTA, Dulles Hyatt, and its employees or representatives shall not be held responsible for any injury, loss, or damage caused by the exhibitor or his or her employees or representatives.

The exhibitor agrees to indemnify those listed above against any claims for such loss or damage or injury. Upon signing the contract, the exhibitor expressly releases the foregoing institutions, individuals, and committees from any and all claims for loss, damage, or injury.